## · ABSTRACT OF THE DISCLOSURE

In a 3D product forming apparatus, a nozzle head includes nozzles that respectively jet binders colored in Y, M, C, and a nozzle that jets a binder colored in white. A powder layer can be formed on a product forming stage, and the binders are jetted onto the formed powder layer from the nozzle head. At a predetermined region in the powder layer, the powder is bound by the binders. The binders are jetted each time when a powder layer is laminated in forming a plurality of successively laminated powder layers, thereby to form a 3D product on the product forming stage. This allows the product to be colored as well in the product forming process. As a result, 3D products colored in various colors can be created in a short time and at a low cost.

10